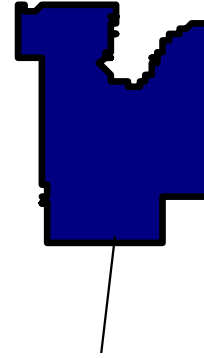
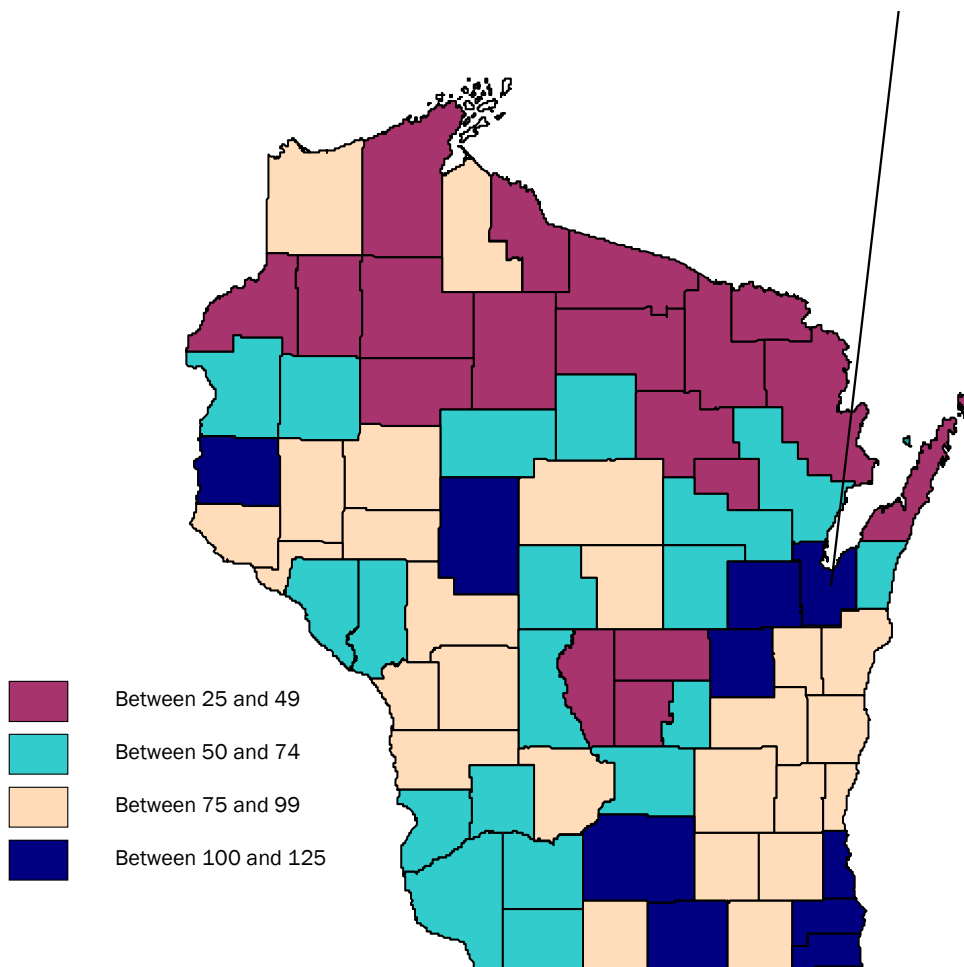


Brown County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

The population in Brown County exceeded the growth rates of the United States and the State of Wisconsin over the last four years. Since the census, the county has increased by over 11,000 residents.

Although the growth for the county is 50 percent greater

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,704	5,532,000	168,296	3.1%
Brown County	226,658	237,841	11,183	4.9%
Largest Municipalities				
Green Bay, City	102,767	103,742	975	0.9%
De Pere, City	20,559	22,038	1,479	7.2%
Ashwaubenon, Village	17,634	17,661	27	0.2%
Allouez, Village	15,443	15,494	51	0.3%
Howard, Village*	13,546	15,208	1,662	12.3%
Bellevue, Village	11,828	13,836	2,008	17.0%
Suamico, Village	8,686	10,067	1,381	15.9%
Hobart, Village	5,090	5,486	396	7.8%
Ledgeview, Town	3,363	4,241	878	26.1%
Scott, Town	3,138	3,430	292	9.3%

*Brown County portion only

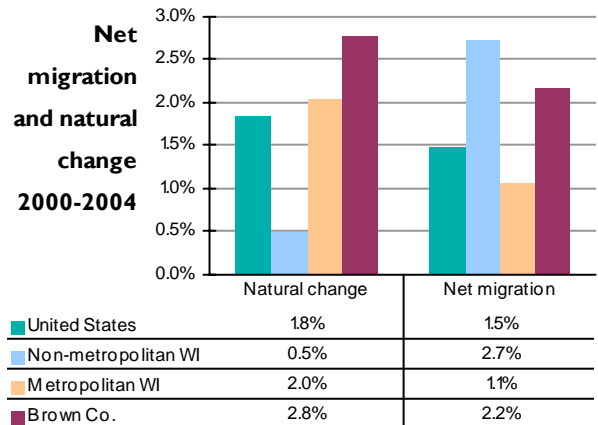
Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

than the State of Wisconsin, not all of the municipalities in the county have had that high rate of growth. The disparities occur for variety reasons. In some instances, a municipality may be limited in growth because it is landlocked, while others may lose or gain population through the process of annexation. Three of the largest municipalities had growth rates well below the county average. They were the City of Green Bay, the Village of Allouez, and the Village of Howard.

Although growth may vary throughout the county, there basically are two sources of population growth. These give Brown County a dynamic growth track record when comparing the county with the state, and other metro areas in the state. It outperformed these areas in

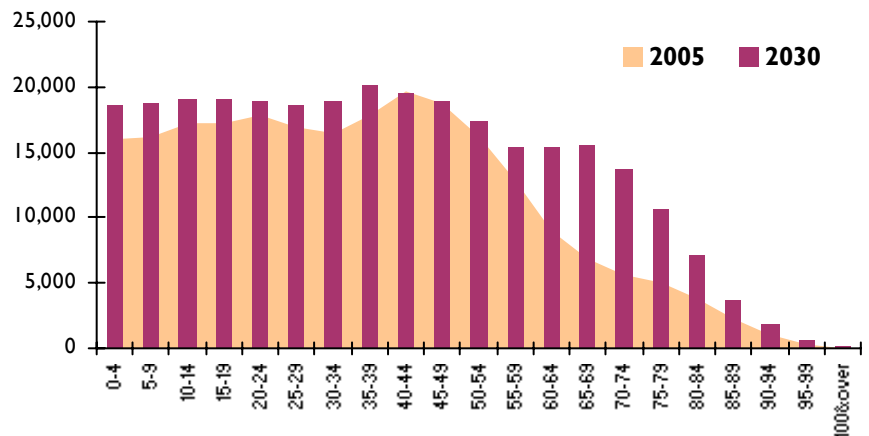
both natural increase (births minus deaths) and in net-migration (number moving into the area, minus the number moving away). The only area of growth for the state that the county did not exceed was in net-migration when compared to smaller non metro counties in the state. It is the combination of natural increase and net-migration that has kept the county's population growth at a fast pace. This provides an advantage in future economic growth for the county. One of the many factors that a company looks at when expanding or moving to the area is: Are there workers there?

The slower growth rate for the state is a result of an older population. This has an effect on growth through natural increase as a larger portion of the



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Brown County



Source: WI Dept. of Administration, Demographic Services

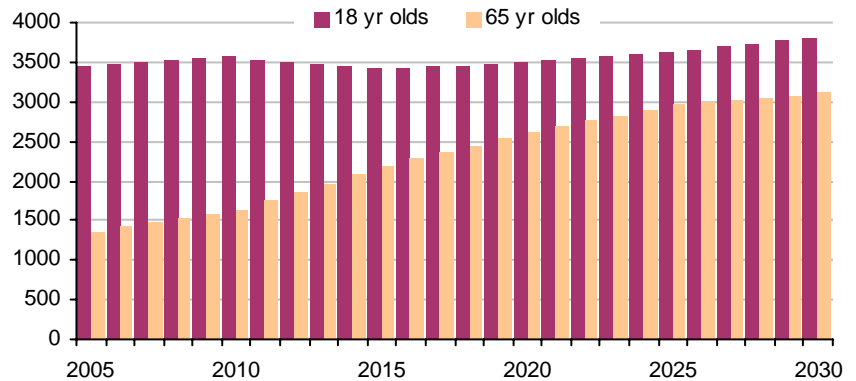
Future Population and Labor Supply

state's population is past its prime child bearing years. Also the state does not attract new residents to relocate here as well as other areas of the country.

Like the State of Wisconsin, the area is aging. This will be important to the area in the years to come. The older population presents both opportunities as well as challenges. The older population will need different services than they now require, offering new opportunities for businesses and workers. Not only in health care, but in other areas such as retail, food and beverage and the entertainment industries.

At the same time, the difference between those reaching age 65 or "retirement age", though not everyone retires at this age, and those entering the labor force at age 18 will continue to converge. This will create a situation where the new workers in the market will become more and more replacement workers and less available to fill new jobs due to economic expansion. Generally workers in the middle age brackets are more active in the labor market than the younger and older populations, however we are moving away from a middle age population. In Brown County, it should be

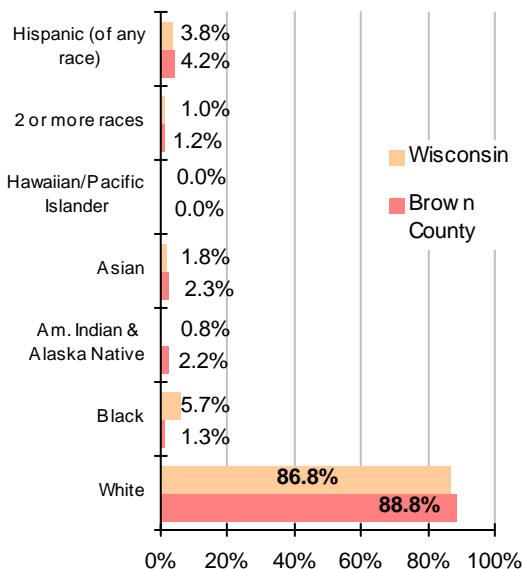
Convergence of 18 & 65 year old population in Brown County



Source: WI Dept. of Administration, Demographic Services

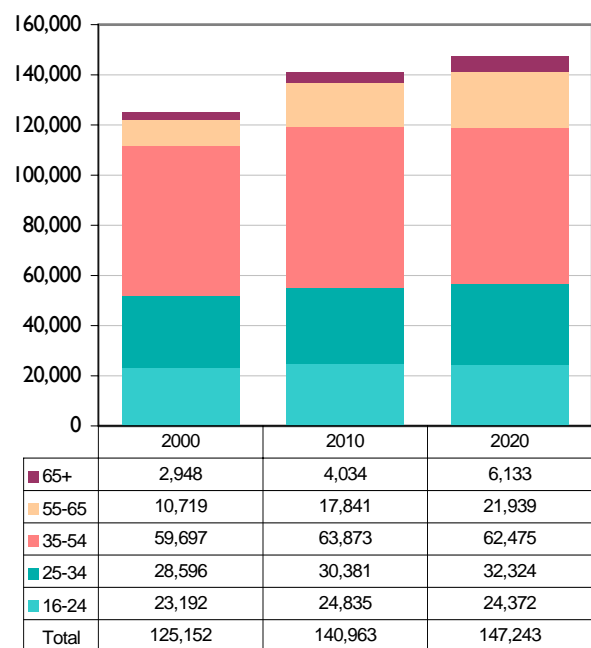
noted that the replacement numbers continues to exceed the number of workers reaching age 65 and retiring. This is quite different in many of the neighboring counties where the number of workers reaching a retirement age of 65 will exceed the number of workers reaching age 18 in the next ten to fifteen years. In nearby Florence County and in many more rural counties this is already happening.

Race and ethnic distribution



Source: U.S. Census 2000, SF-3, table P-6

Brown County Labor Force Projections by Age



Decade change **29.5%** **12.6%** **4.5%**

Source: DVD, Office of Economic Advisors, August 2004

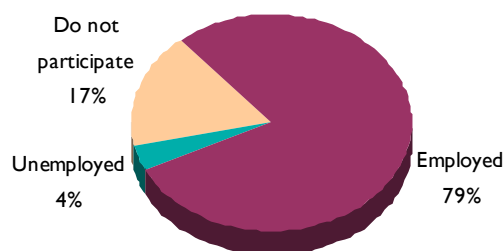
Current Labor Force

Labor force participation represents the share of population that is 16 years and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

population 16 years and older are not participating. This would include some students, individuals choosing not to work, retirees, and those unable to work. It is very possible that the rate will decline in future years as the age of the population increases.

Labor force participation is affected by many factors,

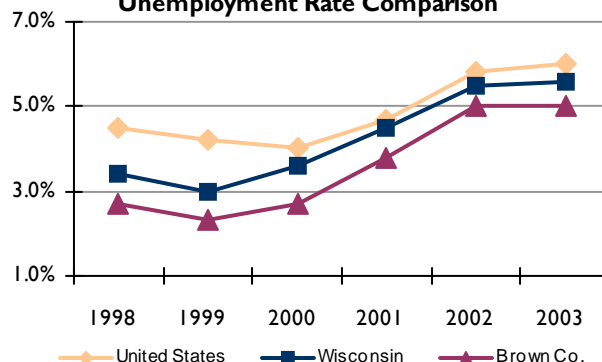
Labor force participation in Brown County



Source: DWD, Office of Economic Advisors, July 2004

such as: age, ethnic diversity, economic health of the region, education level of the population. The participation rate in Brown County has consistently remained above both the national and state levels. Currently the participation rate is 83 percent. This means that 17 percent of the

Unemployment Rate Comparison



Brown County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	132,574	132,812	136,884	140,068	141,697	146,271
Employed	128,969	129,750	133,223	134,742	134,667	138,960
Unemployed	3,605	3,062	3,661	5,326	7,030	7,311
Unemployment Rate	2.7%	2.3%	2.7%	3.8%	5.0%	5.0%

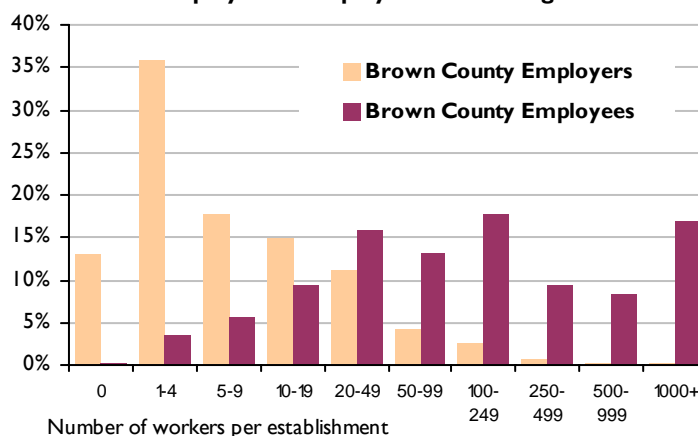
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

Nearly 80 percent of the county's employers have less than 20 workers. However, they only provide about 20 percent of the county's jobs. This can be deceiving as far as growth in the community.

These companies are often the large companies of the future and will have collectively faster growth rates than their large counterparts. A healthy community will have a good mix of both large and small firms to encourage continuing economic growth and at the same time promote stable and sustainable environment to allow the churn and growth in the region.

Share of employers & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

While manufacturing still plays an important role in Brown County, it only represents about 18 percent of the jobs in the county. This is consistent with its representation on the top ten industries list and top ten employers list, where manufacturing is only found twice on each list.

There are nearly 6,000 private and public employers in Brown County. The ten largest employers provide about one out of every six jobs in the county. It is the same with the top ten industries sectors, where out of 131 industry sectors, the top ten represent nearly 50 percent of all of the jobs in the county and are very diversified in the opportunities they provide.

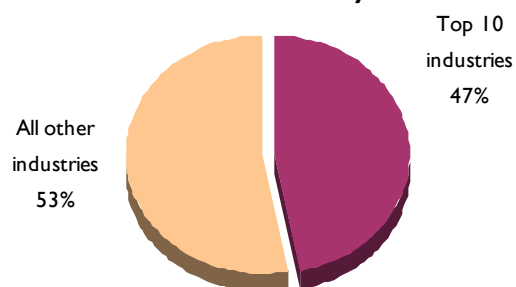
Top 10 Industries in Brown County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Food services & drinking places	411	10,538	922	1,344
Educational services	47	9,231	-64	1,159
Paper manufacturing	32	7,397	152	-510
Hospitals	6	6,744	8	1,430
Insurance carriers & related activities	160	6,487	-39	-153
Administrative & support services	240	5,911	981	15
Truck transportation	153	5,513	219	-250
Food manufacturing	48	5,334	56	-175
Ambulatory health care services	268	5,257	34	1,086
Specialty trade contractors	480	4,902	-139	228

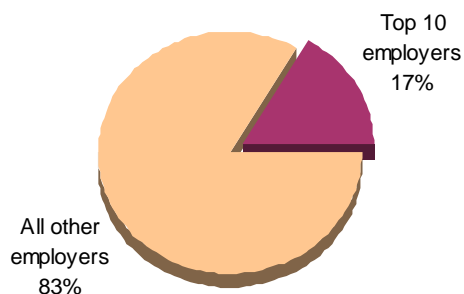
Top 10 Employers in Brown County

Establishment	Product or Service	Size (Dec. 2003)
Green Bay Public School District	Elementary and secondary schools	Over 999 employees
Georgia Pacific	Paper products manufacturing	Over 999 employees
Humana Insurance Co.	Direct health and medical insurance carriers	Over 999 employees
Saint Vincent Hospital	General medical and surgical hospitals	Over 999 employees
Wisconsin Public Service Corp.	Fossil fuel electric power generation	Over 999 employees
Oneida Tribe of Indians of Wis.	Casinos, except casino hotels	Over 999 employees
Shopko Stores Inc.	Retail store management	Over 999 employees
Bellin Memorial Hospital	General medical and surgical hospitals	Over 999 employees
Schneider National Inc.	Trucking and long distance hauling	Over 999 employees
Packerland Packing Co. Inc.	Meat Processing	Over 999 employees

Share of jobs in top 10 industries in Brown County



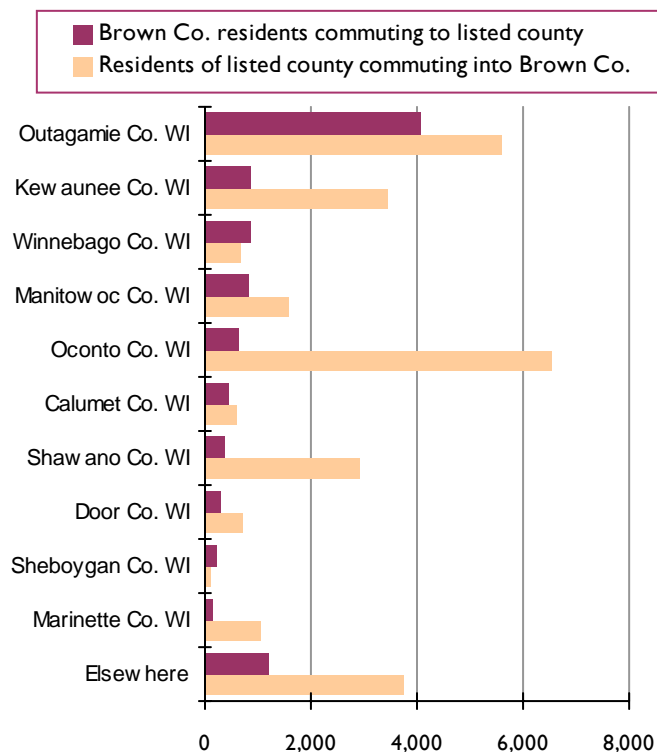
Share of Brown County jobs with top 10 employers



Commuting

Determining commuting patterns of a county is a part of every census. Most analysts and economic developers are very interested in the data as it reveals not only where the workers that live in the county work but also if there is a net gain or loss of workers. Brown County is one of the counties in the state with a net inflow of workers. The county gains nearly 17,000 more workers than those who leave the county for work. This, in a sense, makes the county a “worker magnet”. It generally has more jobs than it has workers to fill them.

This does not mean that workers do not leave the county for jobs, just that more enter than leave. Of the counties surrounding Brown County only two gain more workers than they lose with Brown County. Those are Sheboygan and Winnebago Counties. The largest exchange of workers occurs with Outagamie County where nearly 10,000 workers go back and forth each day for work. Brown County has a net gain of almost 1,500 workers from this exchange.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right includes occupations that are common in the area. The list is not all inclusive and for information on additional occupations refer to the Office of Economic Advisors website: <http://www.dwd.wisconsin.gov/oea>. Wage tables are generally guides to what is happening in the local labor market. The surveys are sent to approximately one third of the employers in the state every year.

The surveys provide assistance to workers in knowing their worth on the market as well as employers that are looking to hire new workers and want to know what the “going rate” is. Note the table excludes the top and bottom 25 percent of wages, so there will be instances when the wages will be either above or below those listed on the table.

Occupation title	Hourly Wages			
	Mean	Percentile 25 th	Percentile 50 th	Percentile 75 th
Retail salespersons	\$10.16	\$7.53	\$8.52	\$11.06
Truck drivers, heavy & tractor-trailer	\$18.81	\$14.34	\$18.05	\$23.73
Cashiers	\$7.96	\$6.92	\$7.86	\$8.85
Office clerks, general	\$11.47	\$9.23	\$10.90	\$13.10
Registered nurses	\$22.33	\$19.15	\$22.24	\$25.83
Customer service representatives	\$13.40	\$10.45	\$12.78	\$15.90
Waiters & waitresses	\$6.99	\$6.05	\$6.73	\$7.82
Bookkeeping, accounting, & auditing clerks	\$13.61	\$10.79	\$13.15	\$15.79
Janitors & cleaners, except maids & housekeeping	\$9.85	\$7.80	\$9.35	\$11.00
Comb. food prep. & serving workers (fast food)	\$7.59	\$6.19	\$7.10	\$8.78
Laborers & freight, stock, & material movers, hand	\$11.71	\$8.86	\$10.60	\$13.40
Secretaries, except legal, medical, & executive	\$12.82	\$10.82	\$12.61	\$14.62
Executive secretaries & admin. assistants	\$15.63	\$12.41	\$14.98	\$18.35
Stock clerks & order fillers	\$10.57	\$7.91	\$9.90	\$12.32
Insurance claims & policy processing clerks	\$13.06	\$11.55	\$13.00	\$14.48
General & operations managers	\$44.21	\$24.29	\$37.18	\$56.16
1st-line supervisors of office & admin. support	\$22.47	\$15.71	\$20.34	\$27.05
Team assemblers	\$10.68	\$8.28	\$9.67	\$12.58
Sales reps, whls. & mfg, except tech. & scientific	\$27.68	\$17.87	\$21.39	\$31.70
Carpenters	\$17.87	\$13.17	\$16.12	\$24.21

Brown County is the Green Bay Metropolitan Statistical Area.

Employment and Wages

Although the percent of workers in the manufacturing sector has declined during the last 15 years, it remains a large factor in the community especially when it comes to wages. It has the highest average wage of any industry group and pays close to the statewide average for manufacturing workers. While it provides about 18 percent of the county's jobs, it pays approximately 23 percent of the county's payroll. Overall, wages in Brown County are above the statewide average.

Another important industry in the region is the trade, transportation and utilities industry. While the overall wages are not as high as manufacturing and several other industries, its pay is generally above the state average. These industries add over one billion dollars to the county's payroll, slightly more than the manufacturing sector does. Many of the high wages in these industries come from the large nucleus of trucking in the area, which offers high wages. The area also has a large presence of the utility industry which

Average Annual Wage by Industry Division in 2003

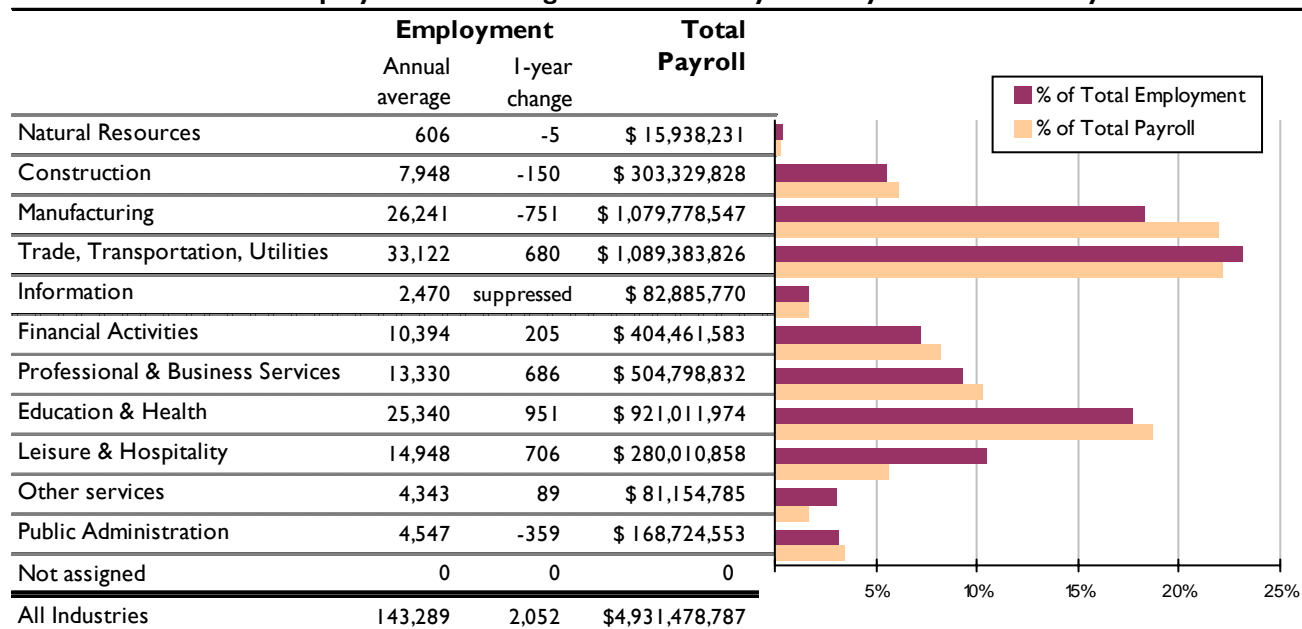
	Average Annual Wage Wisconsin	Average Annual Wage Brown County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 34,416	103.0%	2.2%
Natural resources	\$ 25,723	\$ 26,301	102.2%	3.4%
Construction	\$ 40,228	\$ 38,164	94.9%	-0.6%
Manufacturing	\$ 42,013	\$ 41,149	97.9%	0.4%
Trade, Transportation, Utilities	\$ 28,896	\$ 32,890	113.8%	2.4%
Information	\$ 39,175	\$ 33,557	85.7%	Not avail.
Financial activities	\$ 42,946	\$ 38,913	90.6%	8.2%
Professional & Business Services	\$ 38,076	\$ 37,869	99.5%	10.0%
Education & Health	\$ 35,045	\$ 36,346	103.7%	1.5%
Leisure & Hospitality	\$ 12,002	\$ 18,732	156.1%	-1.8%
Other services	\$ 19,710	\$ 18,686	94.8%	0.1%
Public Administration	\$ 35,689	\$ 37,107	104.0%	4.1%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

also has high wages. This is offset by the trade sector which has lower wages and a greater number of workers, many of them part time.

Although the leisure and hospitality industry does not have a large share of the county's employment and wages, the county ranks fifth in tourism expenditures in the State of Wisconsin.

2003 Employment and Wage Distribution by Industry in Brown County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid year total population estimates. The majority of PCPI in Brown County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percentage of PCPI from net earnings is just slightly higher than the state and national averages while the percent coming from dividends, interest payment is very close to

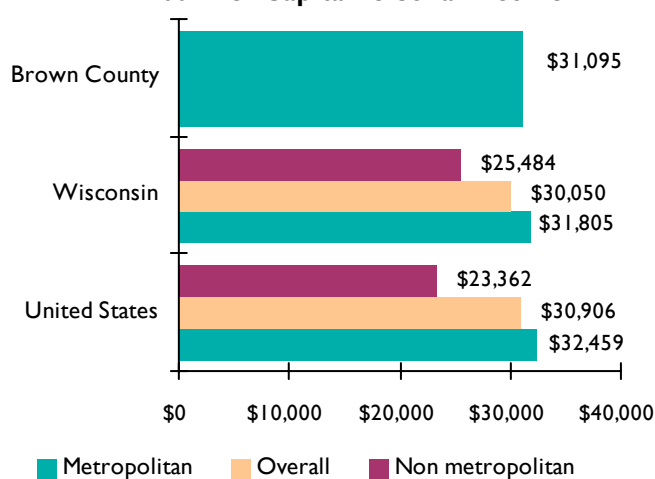
the state and national percentages, just a little higher. Offsetting this is the portion coming from transfer payments including pensions, which is lower than either the state or national average.

The PCPI in the county is \$31,095, which is above the state level of \$30,050 and the national level of \$30,906. Although the one year increase was above the state and national level, the rate of PCPI over the last five years slightly lower than both the nation and state.

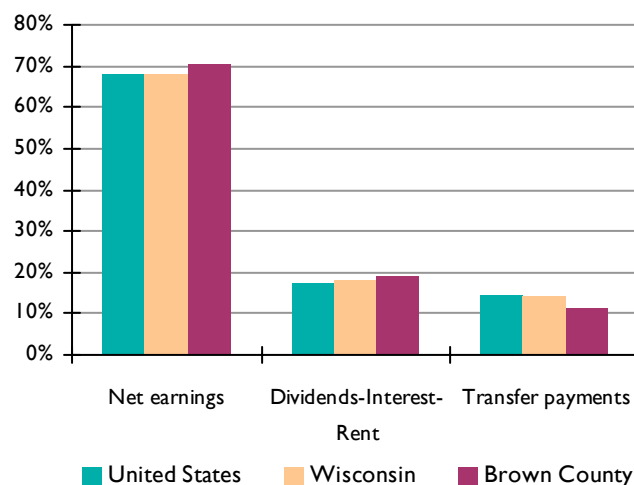
	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Metropolitan WI	\$25,972	\$27,711	\$28,770	\$30,317	\$31,106	\$31,805	2.2%	22.5%
Brown County	\$25,645	\$27,231	\$28,285	\$29,815	\$30,215	\$31,095	2.9%	21.3%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Metropolitan WI	\$29,111	\$30,584	\$31,067	\$31,672	\$31,598	\$31,805	0.7%	9.3%
Brown County	\$28,745	\$30,054	\$30,543	\$31,148	\$30,693	\$31,095	1.3%	8.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004

2002 Per Capita Personal Income



Components of Total Personal Income: 2002



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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Sheboygan, WI 53081
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email: richard.seidemann@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.